

**Communications and Community Outreach Committee**

**February 3, 2011**

**Wisconsin Condominium Board Room**

**Attendees:** Elaine Binder, Austin Heyman, Vivien Hsueh, Matt Kelleher, Marcia Pruzan, Odile Saddi, Spencer Schron, Judy Welles

<b>Topic</b>	<b>Discussion Points</b>	<b>Decisions/follow-up</b>
<b>I. Review of Action Items from January 6 Meeting.</b>	<ol style="list-style-type: none"><li>1. There has been no answer to Chair's letter to Patrick Lacefield regarding media events.</li><li>2. Charles Smith is still working on developing comparative data.</li><li>3. Invitation to Stakeholders, meeting was sent out and meeting is presently to be held on makeup date, February 9<sup>th</sup>.</li><li>4. There is still a need for seniors to speak to personal experiences at forums and hearings.</li><li>5. Elaine Binder reported on the meeting regarding the Call to Action that she, Judy, and Spence had with County Executive Leggett which was also attended by Chuck Short, Austin Heyman, Uma Ahliwalia, and Gabe Albornoz. Mr. Leggett endorsed the concept of a transportation meeting convened by COA involving DOT, private and non-profit transportation programs. He also approved of COA as an ex officio member with a place at the table of the Senior Sub Cabinet Workgroup. Mr. Leggett also spoke of the Rapid Bus Transit Plan and wanted COA to be involved in planning.</li></ol>	<p><u>Action:</u> Charles will be asked if he can develop comparative data quickly for use in media outreach.</p> <p><u>Action:</u> Hearing participation by seniors will be brought up at the Stakeholders' meeting. It was also suggested that COA members can speak at forums and hearings regarding their own personal experiences with County services and programs. Another suggestion was that speakers should speak to the main areas of concern, such as transportation, home health services, waiting lists.</p>

<p><b>II. Communication of Call to Action Media Plan</b></p>	<p>Judy presented a Media Outreach Plan (attached) intended to inform news media such as the Gazette and Washington Post of changing demographics in Montgomery county and need to cover and report issues of importance and interest to older adults. It is also intended to educate the news media on COA and the Call to Action.</p>	<p><u>Action:</u> We need further discussion on what should be included in a COA handout to the media and other organizations.</p>
<p><b>III. Other Communication Needs</b></p>	<p>The use of the new County one telephone number, 311, for all County information should be simpler for older adults to use although it's not clear how senior callers are handled if the topic is "transportation" or "recreation" without any other identifier.</p>	<p><u>Action:</u> Odile will share 311 utilization data with the committee.</p>
<p><b>"Seniors Today"</b></p>	<p>The Seniors Today Workgroup will meet to discuss March taping for April broadcast which will include three segments: Emergency Preparedness, Decluttering, Life Long Learning.</p>	<p><u>Action:</u> Odile's student intern will join the Seniors Today Workgroup. It is hoped that one of the new members of the COA will join the Workgroup as well.</p> <p><u>Action:</u> Efforts are needed to promote Seniors Today programs. An illustration was that the "Gazette Seniors" section could mention Seniors Today programs and Seniors Today programs could mention the Gazette Seniors Section.</p>

<b>Speakers Bureau</b>	Marcia Pruzan will speak about COA at this month's Older Women's League meeting. This generated discussion about developing a COA Speakers' Bureau.	<u>Action:</u> COA should discuss the need for a Speakers' Bureau.
<b>Next Meeting: March 3, 2011</b>		